



Australian Bureau of Statistics

1329.0 - Australian Wine and Grape Industry, 2011-12

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Summary

Main Features

NOTES

ABOUT THIS PUBLICATION

This publication provides estimates of grape crush, wine production, wine inventories and domestic sales of Australian wine by Australian winemaking businesses for the 2011-12 financial year.

CHANGES IN THIS ISSUE

This issue of the publication was compiled based on a new survey methodology and contains fewer data series and the removal of the PDF download compared to previous releases.

The following data series that were previously released in this publication can be found in the following ABS releases:

- Wine grape production and yield (formerly table 1 of PDF) - **Vineyards, Australia 2011-12 (cat. no. 1329.0.55.002)**
- Exports of Australian Wine (formerly tables 12,13 and 14) - ABS data available on request, International Trade database
- Imports of wine (formerly tables 14 and 16) - ABS data available on request, International Trade database
- Disposals of Australian wine (table 15) - ABS data available on request, International Trade database and **Shipments of Wine and Brandy in Australia by Australian Winemakers and Importers (cat. no. 8504.0)**
- Wine available for consumption in Australia (formerly table 16)- ABS data available on request, International Trade database and **Shipments of Wine and Brandy in Australia by Australian Winemakers and Importers (cat. no. 8504.0)**
- Domestic sales of Australian wine (formerly tables 9 and 11) - **Shipments of Wine and Brandy in Australia by Australian Winemakers and Importers (cat. no. 8504.0)**

Disaggregation of data by the volume of grapes crushed has also been removed from this publication due to changes made to the survey design. These changes have resulted in the estimates at these levels of disaggregation being potentially unreliable.

As a consequence of the changes to the survey design, the collection has changed from a partial coverage census to a sample survey and as such relative standard errors (RSEs)

were calculated for all estimates and annotations have been applied where estimates should be interpreted with caution.

For more details on the change to the survey design and RSEs please refer to sections 3-10 and 14-17 of the Explanatory Notes respectively.

The change to the survey methodology has improved the coverage and representativeness of the collection. The impact of these changes are that the grape crush, wine production and inventories figures are estimated to be between 6.0% and 6.5% higher than what the 2010-11 survey methodology would have produced.

SOURCE MATERIAL

All sources cited refer to ABS data available on request.

ROUNDING

Where figures have been rounded, discrepancies may occur between sums of the component items and totals.

INQUIRIES

For further information about these and related statistics, contact the National Information and Referral Service on 1300 135 070.

Summary of Findings

SUMMARY OF FINDINGS

OVERVIEW

There were 1.62 million tonnes of grapes crushed in 2011–12. 825.0 thousand tonnes of white grapes and 795.5 thousand tonnes of red grapes were crushed .

Beverage wine production was 1.23 billion litres 2011–12. Fortified wine production accounted for 1.2% of beverage wine production while white table wine accounted for 49.6% and red and rose table wine accounted for 49.3%.

Inventories of beverage wine totalled 1.69 billion litres at 30 June 2012. 90.2% of inventories were composed of table wine, 4.8% of sparkling wine, 3.6% of fortified wine and 1.5% of other beverage wine.

Table 1. WINE AND GRAPE INDUSTRY 2011–12 (a)

Value

Fresh grapes crushed (b) (t)	1 620 510
Beverage wine production (million L)	1 225.9
Beverage wine inventories (million L)	1 694.4
Domestic sales of Australian wine (c) (million L)	497.6
Domestic sales value of Australian wine (\$m)	2 498.6

(a) Break in series at 2011–12 due to change in survey coverage. Refer to Explanatory notes 3-8

(b) Grape crush data are greater than wine grape production data produced by the Vineyards collection (see paragraph 18 of the Explanatory Notes)

(c) Domestic sales data are different compared to the data produced by the quarterly sales survey (see paragraph 19 of the Explanatory Notes)

GRAPE CRUSH

In 2011-12 the total volume of grapes crushed for wine production purposes was 1.62 million tonnes. South Australia crushed the largest volume of grapes accounting for 45.2% of the crush, this was followed by New South Wales and the Australian Capital Territory with 31.8% and Victoria with 18.9%.

Table 2. TOTAL GRAPE CRUSH (a)

<i>Fresh grapes crushed</i>	2008-09 <i>Total</i> <i>t</i>	2009-10 <i>Total</i> <i>t</i>	2010-11 <i>Total</i> <i>t</i>	2011-12 <i>Red</i> <i>t</i>	<i>White</i> <i>t</i>	<i>Total</i> <i>t</i>
New South Wales	647 432	586 319	579 868	220 784	294 510	515 294
(b)						
Victoria	268 562	250 916	260 818	136 046	169 679	305 725
Queensland	1 982	1 346	700	[^] 505	[^] 546	[^] 1 051
South Australia	750 886	689 100	688 729	412 116	320 020	732 136
Western Australia	59 161	70 259	66 324	24 088	37 504	61 591
Tasmania	4 484	5 072	5 955	1 961	2 752	4 713
Australia	1 732 506	1 603 012	1 602 394	795 500	825 010	1 620 510

[^] estimate has a relative standard error of 10% to less than 25% and should be used with caution

(a) Break in series at 2011-12 due to change in survey coverage. Refer to Explanatory notes 3-8

(b) Includes ACT

WINE PRODUCTION

In 2011-12, 1.23 billion litres of beverage wine was produced. 14.5 million litres of this was fortified and 1,211.5 million litres was unfortified. South Australia accounted for 49.0% of unfortified wine production followed by New South Wales and the Australian Capital Territory with 30.0%.

Table 3. WINE PRODUCTION (a)

Type	2007-08 '000 L	2008-09 '000 L	2009-10 '000 L	2010-11 '000 L	2011-12 '000 L
Beverage wine					
Fortified (b)	14 806	11 160	14 582	17 610	14 453
Unfortified	1 242 593	1 171 464	1 127 715	1 100 226	1 211 466
<i>Total</i>	<i>1 257 398</i>	<i>1 182 624</i>	<i>1 142 297</i>	<i>1 117 836</i>	<i>1 225 919</i>
Distillation wine (c)	8 245	7 208	9 359	8 150	10 226
Gross total wine	1 265 643	1 189 832	1 151 656	1 125 986	1 236 145
Net total wine (d)	1 263 922	1 187 738	1 149 902	1 123 036	1 234 181

(a) Break in series at 2011-12 due to change in survey coverage. Refer to Explanatory notes 3-8

(b) Relates only to production from unfortified wine of the same vintage.

(c) For manufacturing brandy and grape spirit. Included wine obtained from marc.

(d) Excludes grape spirit used for fortifying (assumes 95.6% alcohol by volume)

Table 4. WINE PRODUCTION, by state, 2011-12

Type	NSW/ACT '000 L	Vic. '000 L	Qld '000 L	SA '000 L	WA '000 L	Tas '000 L	Aust. '000 L
Beverage wine							
Fortified (a)	np	^432	**49	np	*81	–	14 453
Unfortified							
White	193 044	112 107	^409	273 172	27 049	1 694	607 474
Red and rose	170 126	94 542	^322	318 934	18 634	1 433	603 992
<i>Total</i>	<i>363 170</i>	<i>206 649</i>	<i>^731</i>	<i>593 106</i>	<i>45 764</i>	<i>3 128</i>	<i>1 211 466</i>
Total beverage wine	np	np	^780	np	45 764	3 128	1 225 919
Distillation wine (b)	np	np	–	np	–	–	10 226
Gross total wine	367 702	209 065	^780	609 706	45 764	3 128	1 236 145
Net total wine (c)	366 647	208 958	^737	608 952	45 759	3 128	1 234 181

np not available for publication but included in totals where applicable, unless otherwise indicated

^ estimate has a relative standard error of 10% to less than 25% and should be used with caution

* estimate has a relative standard error between 25% and 50% and is considered to have a sampling variability too high for most practical purposes

** estimate has a relative standard error greater than 50% and is considered too unreliable for general use

(a) Relates only to production from unfortified wine of the same vintage.

(b) For manufacturing brandy and grape spirit. Included wine obtained from marc.

(c) Excludes grape spirit used for fortifying (assumes 95.6% alcohol by volume)

Table 5. GRAPE SPIRIT USED IN CURRENT VINTAGE WINE (a)

State	2006-07 '000 L	2007-08 '000 L	2008-09 '000 L	2009-10 '000 L	2010-11 '000 L	2011-12 '000 L
New South Wales (b)	354	814	288	1 076	1 485	1 381
Victoria	620	293	437	np	np	^112
South Australia	331	611	1 024	629	1 017	841
Other States	5	4	408	np	np	**48
Australia	1 309	1 721	2 157	1 754	2 950	2 381

^ estimate has a relative standard error of 10% to less than 25% and should be used with caution

** estimate has a relative standard error greater than 50% and is considered too unreliable for general use

(a) Break in series at 2011-12 due to change in survey coverage. Refer to Explanatory notes 3-8

(b) Includes ACT

AUSTRALIAN WINE INVENTORIES

At June 30 2012, inventories of Australian beverage wine were 1.69 billion litres. Red and rose table wine accounted for 53.0% of beverage wine inventories while white table wine accounted for 37.1%.

Table 6. INVENTORIES OF AUSTRALIAN WINE AND GRAPE JUICE HELD BY WINE MAKING BUSINESSES (a)

Type	2006-07 '000 L	2007-08 '000 L	2008-09 '000 L	2009-10 '000 L	2010-11 '000 L	2011-12 '000 L
Beverage wine						
Fortified wine	75 011	68 713	62 849	56 714	55 911	60 957
Sparkling wine	148 458	106 201	111 509	98 032	91 230	81 034
Table wine (b)						
White	592 920	662 817	669 608	581 061	586 333	628 685
Red and rose	955 853	1 021 873	1 011 422	961 008	909 832	898 889
<i>Total</i>	<i>1 548 733</i>	<i>1 684 690</i>	<i>1 681 029</i>	<i>1 542 069</i>	<i>1 496 165</i>	<i>1 527 574</i>
Other beverage wine (c)	11 370	18 271	23 937	25 821	18 983	24 855
Total Beverage wine	1 783 613	1 877 876	1 879 324	1 722 636	1 662 289	1 694 421
Distillation wine	993	883	1 431	726	2 248	1 066
Unfermented grape juice	49 732	64 991	63 642	37 239	70 878	38 645
Concentrated must (d)	8 488	3 668	13 116	15 182	13 046	20 312

(a) Break in series at 2011-12 due to change in survey coverage. Refer to Explanatory notes 3-8

(b) Spritzig table wines are included in table wine

(c) Includes carbonated wine, wine cocktails, marsala, apertif and tonic wines, de-alcoholised wine, low and reduced alcohol wine and vermouth

(d) reported in single strength

DOMESTIC SALES OF AUSTRALIAN WINE

In 2011-12, 497.6 million litres of Australian wine was sold domestically for \$2,498.6 million. The average price per litre was \$5.02.

Table 7. DOMESTIC SALES OF AUSTRALIAN WINE BY WINEMAKING BUSINESSES (a)

	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
Domestic sales of Australian wine (million L) (b)	432.4	456.1	439.9	449.8	470.8	463.9	497.6
Domestic sales value of Australian wine (\$m)	1 899.9	2 037.1	2 125.4	2 053.0	2 122.6	2 331.0	2 498.6

(a) Break in series at 2011-12 due to change in survey coverage. Refer to Explanatory notes 3-8

(b) Domestic sales data are different compared to the data produced by the quarterly sales survey (see paragraph 19 of the Explanatory Notes)

About this Release

A statistical publication of Australia's wine industry containing information on wine and spirit production, grapes crushed and inventories of wine owned by winemakers at 30 June and domestic wine sales.

Explanatory Notes

Explanatory Notes

EXPLANATORY NOTES INTRODUCTION

1 This publication presents final estimates from the ABS Wine and Spirit Production and Wine Inventories Survey, 2011-12 (Annual Wine Survey).

SCOPE AND COVERAGE

2 The Annual Wine Survey aims to measure winemaking inputs, outputs and stocks of the Australian wine industry during the 2011-12 financial year.

3 This publication was produced based on a sample of businesses from the ABS business register (ABSBR). Prior to the 2011-12 collection, estimates of grape crush, wine production and inventories and the value of domestic wine sales was produced from a partial coverage census of winemaking businesses that crushed 50 or more tonnes of grapes.

4 The change in the survey design has resulted in a break in the data series between 2010-11 and 2011-12. Comparisons between data from 2010-11 and 2011-12 should be interpreted with caution. The impact of this change in coverage is an approximate increase of 6.0% to 6.5% in grape crush, wine production and wine inventories at a national level.

5 The 2011-12 collection surveyed winemaking business entities that were classified to ANZSIC 0131 or ANZSIC 1214 or were considered to be significant contributors to the wine industry. The businesses were asked to report crush and production data on a state basis to allow for the creation of state outputs. Similarly to previous years, the grapes crushed by these wineries included grapes owned by others and crushed on a commission or contract basis, often for wine producers who do not have their own crushing facilities.

6 Prior to 2011-12, the collection consisted of wineries who crush 50 tonnes or more of grapes to produce grape crush and wine production statistics. This data was collected from winemaking businesses on a winery (location) basis to allow for state outputs. The grapes crushed by these wineries included grapes owned by others and crushed on a commission or contract basis, often for wine producers who do not have their own crushing facilities. Winemaking businesses who crushed more than 400 tonnes of grapes were included in the Inventories of Australian Wine and Brandy collection. Historical data in tables 2 and 3 are based on data from wineries who crushed 50 tonnes or more during the specified period while tables 5 and 6 are compiled from data from winemaking businesses who crushed 400 tonnes or more.

7 Quantity data presented in Table 7 of the publication prior to 2011-12 is compiled from the quarterly domestic wine sales collection published in **Shipments of Wine and Brandy in Australia by Australian Winemakers and Importers** (cat. no. 8504.0). Statistics presented in Table 7 for 2011-12 have been compiled from the Annual Wine Survey. Comparisons between data from prior to 2011-12 and 2011-12 should be interpreted with caution.

8 For full details of the scope and coverage of the collection prior to 2011-12, please consult the previous release of this publication, **Australian Wine and Grape Industry, 2010-11** (cat. no. 1329.0).

9 All inventories data are collected on an Australia-wide basis only and state figures are therefore not available. Inventories data collected from 1996 include all Australian-produced wines owned by these winemakers and held anywhere in Australia. In years previous to 1996, inventories included only those Australian-produced wines held by winemakers on any of their own premises, regardless of ownership. This change in the measurement of inventories means that data for 1996 and later are not directly comparable with earlier years.

10 It is possible that inventories data may vary slightly each year as new wineries, with either large or small inventories, are included the collection. In particular, the published (i.e. closing) inventories figures for any one year may differ slightly with the opening inventories for the following year.

11 The wine content of products consisting of a mixture of wine and fruit juice, commonly known as 'coolers', is included in the appropriate wine category of the wine from which it is made, which is generally table wine.

STATISTICAL UNIT

12 In the Annual Wine Survey, the statistical unit used to represent businesses, and for which statistics are reported, is the Australian Business Number (ABN) unit, in most cases. The ABN unit is the business unit which has registered for an ABN, and thus appears on the Australian Taxation Office (ATO) administered Australian Business Register. This unit is suitable for ABS statistical needs when the business is simple in structure. For more significant and diverse businesses where the ABN unit is not suitable for ABS statistical needs, the statistical unit used is the Type of Activity Unit (TAU). A TAU is comprised of one or more business entities, sub-entities or branches of a business entity within an Enterprise Group that can report production and employment data for similar economic activities. When a minimum set of data items is available, a TAU is created which covers all the operations within an industry subdivision (and the TAU is classified to the relevant subdivision of the **Australian and New Zealand Standard Industrial Classification (ANZSIC)**). Where a business cannot supply adequate data for each industry, a TAU is formed which contains activity in more than one industry subdivision and the TAU is classified to the predominant ANZSIC subdivision.

13 Further details about the ABS economic statistical units used in this survey, and in other ABS economic surveys (both sample surveys and censuses), can be found in Chapter 2 of the **Standard Economic Sector Classifications of Australia (SESCA) 2008** (cat. no. 1218.0).

RELIABILITY OF THE ESTIMATES

14 Since the estimates produced are based on a sample of businesses they are subject to sampling error; that is, they may differ from the figures that would have been obtained if

information for all businesses for the relevant period had been included in the survey. A measure of the likely difference is given by the relative standard error (RSE) of each estimate. There are about 2 chances in 3 that a sample estimate will differ by less than one standard error from the figure that would have been obtained if all units had been included, and about 19 chances in 20 that the difference will be less than 2 standard errors.

15 An example of the use of RSEs is as follows. If the total volume of wine produced is 1,100m litres and the associated RSE is 0.5% then there are about 2 chances in 3 that the value which would have been obtained if there had been a complete collection would have been within the range 1,094m litres to 1,106m litres and about 19 chances in 20 that the value would have been within the range 1,089m litres and 1,111m litres.

16 Estimates that have an estimated relative standard error between 10% and 25% are annotated with the symbol '^'. These estimates should be used with caution as they are subject to sampling variability too high for some purposes. Estimates with an RSE between 25% and 50% are annotated with the symbol '*', indicating that the estimate should be used with caution as it is subject to sampling variability too high for most practical purposes. Estimates with an RSE greater than 50% are annotated with the symbol '**' indicating that the sampling variability causes the estimates to be considered too unreliable for general use.

17 The imprecision due to sampling variability, which is measured by the RSE, should not be confused with inaccuracies that may occur because of inadequacies in the source of information, imperfections in reporting by respondents, and errors made in the coding and processing of data. Inaccuracies of this kind are referred to as non-sampling error, and may occur in any enumeration whether it be a full count or only a sample. Every effort is made to reduce the non-sampling error to a minimum by the careful design of questionnaires, efforts to obtain responses for all selected organisations, and efficient operating procedures.

COMPARABILITY WITH OTHER ABS COLLECTIONS

18 Differences exist between the grape production intended for winemaking reported by grape growers in the viticulture collection in the publication **Vineyards, Australia 2011-12** (cat. no. 1329.0.55.002), and the quantity of fresh grapes crushed by winemakers reported in the Wine and Spirit Production Collection. Differences in the collection methodologies, mean some difference should always be apparent between the series.

19 Estimates of the quantity of domestics sales between this collection and the quarterly sales collection published in **Shipments of Wine and Brandy in Australia by Australian Winemakers and Importers** (cat. no. 8504.0) will be different due to the collections being conducted using different frames and different estimation methodologies. The quarterly collection is based on a survey of all wine making businesses that sold over 250,000 litres in either of the previous two financial years based on previous Annual Wine Surveys, while this publication presents domestic sales of all sampled businesses based on the scope and coverage outlined above, regardless of their quantity of sales.

ACKNOWLEDGMENT

20 ABS publications draw extensively on information provided freely by individuals, businesses, governments and other organisations. Their continued cooperation is very much appreciated: without it, the wide range of statistics published by the ABS would not be available. Information received by the ABS is treated in strict confidence as required by the **Census and Statistics Act 1905**.

ABS PUBLICATIONS

21 Current publications and other products released by the ABS are available from the ABS web site <http://www.abs.gov.au>. The ABS also issues a daily Release Advice on the web site which details products to be released in the week ahead. The ABS may have other relevant data available on request. Inquiries should be made to the National Information and Referral Service on 1300 135 070.

Glossary

GLOSSARY

Beverage wine

Table, sparkling and fortified wine produced for direct consumption and not for distillation.

Brandy

The spirit obtained by the distillation of wine in such a manner as to ensure that the spirit possesses the taste, aroma and other characteristics generally attributed to brandy, in accordance with the requirements set out in the Schedule to this Standard.

De-alcoholised wine

Normally fermented wine in which the alcohol has been removed and which retains all other components.

Distillation wine

Wine used for the purpose of distillation into grape spirit.

Domestic sales

The domestic sales figures include all sales within Australia of Australian produced wine. Excluded from these figures are sales where the wine will be exported, sales to other wine producing businesses, sales for ship and aircraft stores, sales of wine imported as a finished product and ready for immediate sale and the quantity of imported wine blended with Australian wine that is sold domestically.

Feints and low wine

Parts of the distillate which are not useable.

Fortified wine

Wine to which grape spirit has been added, thereby adding alcoholic strength and precluding further fermentation. Fortified wine must contain at least 150 millilitres/litre and not more than 200 millilitres/litre of ethanol at 20° Centigrade.

Grape spirit

Alcohol spirit of vinous origin used in fortification or as a base for grape flavoured spirits.

The spirit is obtained from the distillation of wine, by-products of winemaking or the fermented liquor of a mash of dried grapes and contains methanol in a proportion not exceeding 3 grams per litre at 20° Centigrade of the ethanol content.

Low alcohol wine

Wine in which the alcohol content has been deliberately reduced or wine which has been produced with a lower alcohol level using either dilution or partial fermentation.

Marc

The residue of grape skins and seeds after the juice has been extracted.

Sparkling wine

The product of complete or partial fermentation of wine with contained sugars that has become surcharged with carbon dioxide.

Unfermented grape juice

A sweet, clear, non-alcoholic liquid. Winemakers use the term to refer to must which has undergone clarification and stabilisation.

Unfortified wine

Table or sparkling wine which must contain at least 80 millilitres/litre of ethanol at 20° Centigrade. Unfortified wines rely solely on fermentation for their alcoholic strength.

Winemaker

An individual business or groups of businesses under common ownership involved in the production of wine.

Winery

Individual locations having facilities to crush grapes and produce wine.

Australian Wine and Grape Industry (Appendix)

ABBREVIATIONS

\$b	billion (thousand million) dollars
\$m	million dollars
ABN	Australian Business Number
ABS	Australian Bureau of Statistics
ABSBR	Australian Bureau of Statistics Business Register
ACT	Australian Capital Territory
ANZSIC	Australian and New Zealand Standard Industrial Classification
ATO	Australian Tax Office
Aust.	Australia
cat. no.	Catalogue number

L	litre
L al	litres of alcohol
NSW	New South Wales
NT	Northern Territory
Qld	Queensland
RSE	Relative Standard Error
SA	South Australia
t	tonne
Tas.	Tasmania
TAU	Type of Activity Unit
Vic.	Victoria
WA	Western Australia

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